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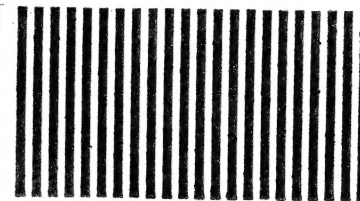
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BAD NEWS



SOME PEOPLE DO EVERYTHING BACKWARDS

Dear Subscriber,

We at Avant-Garde are no exception. Most magazines send expiration notices to subscribers before their subscriptions expire. We send them afterwards. We do this not out of choice, but because we're a new magazine still working the kinks out of our subscription system.

In any event, I don't mean to hassle you, but your Special Introductory Subscription to Avant-Garde has already expired. And, if you wish to retain your Charter Subscriber status, YOU MUST RENEW IMMEDIATELY!!

(Continued)

To do so, simply return the enclosed Charter Subscription Renewal Form with \$5 in the postage-paid envelope. Remember, as a Charter Subscriber you are renewing at HALF PRICE (\$5, instead of the usual \$10).

If you act immediately, we'll rush you a copy of our new issue by return mail and see to it that you have not missed a single issue. This will ensure that your collection of Avant-Garde issues (some of which have already become collector's items) remains intact.

To repeat, simply return the enclosed Charter Subscription Renewal Form with \$5 in the reply envelope. No stamp needed.

I hope you'll act immediately. We'd like nothing better than to keep you as a Charter Subscriber. Despite the implication of the picture at the beginning of this letter, we hope the end is not yet in sight.

With warmest regards.

Cordially,

Virginia Cunningham

(Miss) Virginia Cunningham
Subscriber Relations

PS--A number of subscribers have informed us of non-receipt of copies. If you have not received all of your copies, please let us know which ones failed to reach you by jotting their numbers on the back of the Charter Subscription Renewal Form when you return it with your payment. We will send you replacement copies immediately.

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ASTOUNDING 18-MONTH RENEWAL OFFER

The picture at the beginning of this letter comes from a devastatingly beautiful artbook entitled **Nudes of Yesteryear** that has just been published by Avant-Garde.

Nudes of Yesteryear is no ordinary artbook; it is the quintessence of 100 years of classic nude figure photography, gathered from the world's leading museums, libraries, and photo archives. **Nudes of Yesteryear** is an elegant, mirthful, extremely expensively produced volume that will undoubtedly stand as one of history's most towering tributes to the beauty of the female form.

That's why the following statement may astound you:

If you will renew your Avant-Garde subscription for only 18 months—at the Special Reduced Rate of only \$9.95—we'll send you a copy of "Nudes of Yesterday" absolutely free!!

That's right: If you will merely extend your Avant-Garde Charter Subscription for 18 months, we will send you a copy of the magnificent, winsome mag-

num opus entitled **Nudes of Yesteryear** *absolutely free*.

Like any artbook, **Nudes of Yesteryear** is difficult to describe with words. If, as Confucius said, a picture is worth a thousand words, not even the most complete thesaurus could do justice to **Nudes of Yesteryear**. Moreover, since no volume quite like **Nudes of Yesteryear** has ever appeared before, it defies comparison. Suffice it to say that **Nudes of Yesteryear** is perhaps the most novel, exuberant, and intoxicatingly beautiful volume ever printed—a thing of beauty and a joy forever, if ever there was one.

Of course the chief attraction of **Nudes of Yesteryear** is its women (you might call them its *pieces de resistance*). Whether gracing a velvet divan, gamboling through a field of wheat, preening before the mirror of Venus, modeling in an artist's studio, or mounting a street-photographer's donkey, the ladies in **Nudes of Yesteryear** are absolutely sensational! They're bathtub gin, pink-ribbon garters, love in a rumble-seat, French post cards, a curtained bed, tumbling in a hayloft, skinny-dipping in the moonlight. They're the kookiest, campiest, most voluptuous, sportive, and daring women ever to cavort before the winking eye of a camera.

Again, to receive your copy of **Nudes of Yesteryear** *absolutely free* all you need do is renew your Avant-Garde Charter Subscription for 18 months. Simply return the enclosed Charter Subscription Renewal Form with \$9.95 in the postage-paid envelope.

But please hurry. As soon as the present supply of copies of **Nudes of Yesteryear** is exhausted, this offer will automatically be withdrawn. Besides, the ladies in **Nudes of Yesteryear** are not getting any younger.

SPLENDIFEROUS FEATURES COMING UP IN AVANT-GARDE:

An Interview with Richard M. Nixon's Gag-Writer

"My Influence on the Films of Norman Mailer"—By Andy Warhol.

Subpoena Envy—The growing status symbolism of governmental defiance.

The Movement to Restore Olympic Athletic Competition in the Nude

Jimi Hendrix in Sweden—A photographic essay on the Black Elvis.

Down on the "Hog Farm"—A tour of America's most successful hippie kibbutz.

Bob Dylan's Suppressed Novel *Tarantula*—A report on its deadly sting.

Postwar Vietnam—David E. Lilienthal's program of atonement.

An Interview with a Cunning Linguist

"Let's Paint the White House Black"—A plank in the platform of Presidential aspirant Dick Gregory.

The Mounting Pressure to Tax Church Property

Custom-Made Man—The portent of latest genetic research.

R. Buckminster Fuller's Plan for a Floating City in Tokyo Bay

Allen Ginsberg's Script for Charlie Chaplin's New Film

Coitus Non Interruptus: The Erotic Tomb Sculptures of Madagascar

"Is Paris Yearning?"—A report on censorship under De Gaulle.

A \$1,000 Tax on Cars—Architect Philip Johnson's master-plan for rehabilitating our environment.

The "Bra-Less" Look—A fad that will doubtless shake the fashion world at its very foundation.

Denmark's Tax on Obesity

The American Cong

In the Cutting Room with Mai Zetterling—A sneak preview of her next film.

Madison Avenue's Plans for More Explicit Sex in Advertising

Why Laymen Deride Psychiatrists—A psychoanalytic explanation.

JAPARTBANZAI!—Fascinating new art forms evolving in Tokyo.

A Monastery for the Wedded—A hush-hush Catholic experiment near Florence, Italy.

Athletes Fetes—A forecast of world records about to be broken.

Iceland: The Latest Hippie Retreat

Curtains Up, Pants Down—An evening with New York's scandalous Orgy and Mystery Theatre

Concrete Poetry—The new hard rock verse.

Coming: The Electronic Book Club

In Paranoid America—The psychological repercussions of the government's huge "Spook Establishment."

The Pro-American Sentiment of Cuban Youth

The Chelsea Hotel: Launching Pad for Artists and Writers Immigrating into New York

The First Church of Love—Paintings from a phantasmagorical chapel being built in New York to celebrate physical love.

Man, the Food's a Gas!—Shell Oil's development of a high-protein comestible from methane.

Coming: International Currency

Man into Chameleon—A report on the new color Xerox machine that prints on fabrics and promises to revolutionize our manner of dressing.

Coming: Pilotless Airliners

Ape Art

Brave Nude World—Hollywood's growing disregard for the Catholic Motion Picture Office seal of approval.

Powdered Water—The staggering implications of a recent discovery by German chemists.

The Declining Social Status of Smoking

Medicine's Use of Marijuana to Cure Alcoholics

Coming: Topless Cheerleaders

The Correlation Between High Urine in the Blood and I.Q.—Dr. George W. Brooks, of the U. of Michigan, says that his statistics hold water.

The Rationing of Work by 1984—"There just won't be enough to go around," says G.E. futurist John Fisher.

The Master Baiters—A study of how the Reader's Digest writes about dissenters.

The Personal Political Convictions of Huntley, Brinkley, and Cronkite

Cinema's Casanova—Stills from films by a gifted Chicago cinematographer who has mastered the technique of holding an 8mm camera in one hand while making love to a woman.

R.O.T.C.: The Blight on the Ivy

The Love Goddess of Kerista—An interview with the lovely young queen of New York's sexual utopian community.

Anti-Aggression Pills—Biochemistry's answer to man's self-destructive tendencies.

The Burgeoning Field of Space Law

Contraceptive Foods

Coming: Pocket Telephones

The Public's Growing Turn-Off to Put-On Art

Mail by Satellite

Aquiculture: Solution to the World Food-Shortage Problem

The Hippie Pharmacopoeia—Including latest megahallucinogens.

The Myth of American Free Speech Superiority—A University of Missouri report names five countries that enjoy greater freedom than we do.

Hold It, Please!—The growing popularity of Polaroid cameras for instant pornography.

Mind-Expansion—A report on the shocking number of parents who ply children with amphetamines to improve classroom performance.

The Effect of Air Pollution on Potency

Blood Money—A report on the 25 corporations that have profited most from the war in Vietnam.

Caste Among Negroes Based on Skin Shade—A report on a recent drastic change.

I Remember Superman—An American tourist recalls the astounding command performance of a Havana brothel superstar.

Cooking With Grass—Quaint recipes to make pot boil.

Allen Ginsberg's Private Opinion of the Poetry of Yevgeny Yevtushenko

San Francisco's "Lonely Genitals Club"

Harnessing the Electrical Energy of the Bloodstream

Ho Chi Minh in New York—An acquaintance recalls Ho's visit many years ago.

Revaluating the Dollar—19 American artists design a new one-dollar bill.

What Hubert Humphrey Really Thinks of LBJ—The transcript of an astonishing off-the-cuff conversation.

The "Birth Tax"—A plan by Duke University's J.J. Spengler to make life for prolific parents unbearable.

Lyres that Tell the Truth—The uncompromising candor of America's new young balladeers.

The Sex Life of the Average Avant-Garde Reader—A survey.

THE CRITICS WAIL:

"Avant-Garde is aimed at readers of superior intelligence and cultivated taste who are interested in the arts, politics, science—and sex."

—New York Times

"Its editors deserve considerable credit for risking printing it."

—Life

"Reality freaks, unite! Weird buffs, rejoice! Avant-Garde contains mind-treasures of major proportions."

—San Francisco Chronicle

"A frothy and frolicsome magazine that explodes with satire."

—Associated Press

"An exotic literary menu...A wild new thing on the New York scene."

—Encounter

"For those unafraid of being depraved and corrupted."

—New Statesman

"For that small but influential group of tastemakers who set the cultural trends of the nation."

—New York East Village Other

"Classic."

—Toronto Star

"The fantastic artwork, alone, is worth the price of the magazine."

—New York News Project

"Hot damn!"

—Minneapolis Star

"Borders on the genius."

—Miami Beach Sun

"Exuberantly dedicated to the future."

—Kansas City Star

"A feast of gourmet food-for-thought."

—Toronto Telegram

"Reflects a genuine joie de vivre."

—Washington Examiner

"It'll be the undoing of the straight-laced."

—Los Angeles Free Press

"A bawdyhouse of intellectual pleasure."

—New York critic Robert Reisner

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